Summary of Goals

1) Participate in activities that teach young students about new vehicle technologies and the relationship between automobiles and air quality

2) Provide tools to teachers that teach kids about air quality and transportation.

3) Provide a simple, seamless information source for:
   - THE CAR BUYING PUBLIC to learn about clean cars, weigh lease/purchasing options and find out what vehicles and incentives are available.
   - AUTO DEALERS to get simple information about California incentives, processes and clean car benefits to accurately provide information to car buyers.
   - THE MEDIA to understand what’s happening in the industry, why it’s important, interesting angles to report on and tools to help them provide accurate information to the public.
   - POLICY MAKERS to understand that new vehicle technologies need supportive policy in order to be widespread and accepted in our society.

4) Foster an interest among younger generations in cleaner cars and new technologies that will have a large impact on their car buying choices for the future.

5) Dispel misperceptions about the clean car industry and re-position as:
   - the evolution of transportation
   - inevitable
   - reliable
   - performance comparable to ICE vehicles
   - easily adaptable into current lifestyles – without sacrifice
   - affordable with incentives – getting more affordable
   - rapidly evolving
   - clean cars deliver what conventional vehicles can’t
   - solutions to environmental problems
   - energy independence

6) Educate the public about the link between transportation choices, human health and the environment and the benefits of moving toward cleaner vehicles.

7) Educate the public of their advanced technology, clean-air vehicle choices.

8) Ensure accurate information is available for all audiences.

9) Promote the purchase of electric and other advanced technology vehicles that are partial zero emission vehicles (PZEVs) or advanced technology PZEVs (AT PZEVs).
Education - Audiences and Marketing Strategy

STUDENTS: Elementary, Junior High, High School

Messages:
“New vehicle technologies are important in ensuring a healthy future”

- Advanced technology vehicles are:
  - the evolution of transportation
  - comparable to ICE vehicles in performance
  - rapidly evolving
  - a solution to environmental problems
  - a big step towards energy independence
  - cool

Goals
- To teach kids about the environment and advanced vehicle technologies and options so that they become more conscientious consumers in the future. Plant the seed for future sustainability.

Activities
- Speak at and attend career fairs
- Attend/exhibit at National Science Teachers Association Conference and California Science Teachers Association Conference
- EVs for Education: provide EVs to public agencies to use in outreach and educational activities. This program is planned to continue through 2004
- Kids sporting promotions such as AYSO Soccer

Materials
- Working with Office of Education on Air Quality “Jeopardy Game” modeled after the Ventura County APCD “EV Quest” game
- Interactive, educational activities to teach students about air quality, the environment and clean transportation choices
- Should be complete by late June
- Available to local air districts, agencies participating in ev Loan program and teachers
- Develop resource kit for teachers

COLLEGE STUDENTS

Messages:
“New vehicle technologies are exciting and can mean new jobs and opportunities for your future”

- Advanced technology vehicles are:
  - the evolution of transportation
  - reliable
  - comparable to ICE vehicles in performance
Activities

Work with JCs to have classes for EV technicians
ZEV College Tour - visit college campuses throughout CA with a clean car exhibit and ride and drives (more in outreach section)
EVs for Education – providing colleges with EVs to use in classes

Outreach – Audiences* and Marketing Strategy

GENERAL PUBLIC

Messages:
“They’re here now, are reliable, more affordable than you think, and can fit into your lifestyle”

Advanced technology vehicles are:
- the evolution of transportation
- inevitable
- reliable
- comparable to ICE vehicles in performance
- easily adaptable into current lifestyles – without sacrifice
- affordable with incentives – getting more affordable
- rapidly evolving
- able to deliver what conventional vehicles can’t
- a solution to environmental problems
- a big step towards energy independence
- less expensive to refuel
- refueled from home, in some cases
- fun to drive

Public Relations / Media Pitch Ideas
- Evolution of clean vehicles – how the industry is moving forward and how far we’ve come in technology
- Clean cars – deliver on the fundamentals (performance, cost, range, lifestyle, etc)
- Clean cars are available now and are more affordable than you think with lease/purchase incentives available
- Provide regulations in simple terms and explain how they drive the future car technologies
- Energy independence – how cleaner cars get us closer
Our environment in 10, 20, 50 years – why we need to change the way we drive

Activities
- Quarterly ride and drives at various/scheduled locations throughout California
- ZEVinfo.com revamp
  - Proposals received - April 22, 2002
  - Choose vendor - April 29, 2002
  - Contract in Place - May 15, 2002
  - Re-vamp complete – December 2002
- Kids sporting promotions such as AYSO Soccer (reaches kids and parents)
- Re-vamp Cleaner Car Buyer’s Guide
- Participate in regional community events
- Participate in sporting events that have a health or clean air focus such as Race for the Cure, Danskin Triathlon, fun runs
- Participate in local parades and events including 4th of July parades

Materials
- Incentives brochure with small kiosk
- Clean Car Information brochure with small kiosk
- Cleaner Car Buyer’s Guide brochure

NEXT GENERATION CAR BUYERS

Messages:
“Get ready – they’re fast becoming your transportation future”

- Advanced technology vehicles are:
  - the evolution of transportation
  - reliable
  - comparable to ICE vehicles in performance
  - easily adaptable into current lifestyles – without sacrifice
  - affordable with incentives – getting more affordable
  - rapidly evolving
  - able to deliver what conventional vehicles can’t
  - fun to drive

Activities
- College Outreach Campaign
  - 12 colleges in California
  - Technology showcase – the future of transportation
  - Environmental awareness – today’s choices affect future health
  - Ride & drives
  - Vehicle exhibits and promotions
  - College media promotions
Materials
- Information Card/Brochure
- Survey

MEDIA

Messages:
“This industry is evolving fast – and there are a lot of interesting angles to report”

- Advanced technology vehicles are:
  - the evolution of transportation
  - inevitable
  - reliable
  - performance comparable to ICE vehicles
  - easily adaptable into current lifestyles – without sacrifice
  - affordable with incentives – getting more affordable
  - rapidly evolving
  - able to deliver what conventional vehicles can’t
  - a solution to environmental problems
  - a step towards energy independence
  - less expensive to refuel
  - fun to drive

Media Pitch
- Press release launching online media kit
- Pitches to do a special section on the evolution of transportation

Activities/Materials
- Online Media Kit
  - Story ideas
  - Downloadable graphics
  - Regulations (in simple terms and available for full review)
  - Speakers bureau
  - Available vehicles / incentives
  - Clean car benefits

CAR DEALERS

Messages:
“These new technologies are inevitable – be at the forefront and offer your customers more choices”

- Advanced technology vehicles are:
  - the evolution of transportation
  - inevitable
  - reliable
? comparable to ICE vehicles in performance
? easily adaptable into customer’s current lifestyles – without sacrifice
? affordable with incentives – getting more affordable
? rapidly evolving
? able to deliver what conventional vehicles can’t
? fun to drive
? what customers want
? are not going away

Activities
? Provide presentations at California motorcar dealers association field meetings starting in September 2002
? Attend/participate in dealer 20 groups

Materials
? Dealer brochure with small kiosk

POLICY MAKERS

Messages:
“Clean cars are good for Californians and good policies should be implemented to support these technologies”

? Advanced technology vehicles are:
  ? the evolution of transportation
  ? a solution to environmental problems
  ? a big step towards energy independence
  ? a tool for a positive public image

Activities
? Support events that educate legislators and policy makers about clean car technologies
? Provide accurate information on the web site
? Provide EV loans to eligible policy makers

FLEETS

Messages:
“Advanced technology, clean cars can meet your fleet needs”

? Advanced technology vehicles are:
  ? the evolution of transportation
  ? inevitable
  ? reliable
  ? performance comparable to ICE vehicles
  ? meet many fleet needs – without sacrifice
going to save you money in the long run
provide solutions to fleet regulations and mandates
have lower maintenance and refueling costs
a tool for a positive public image

Activities
- Participate in fleet incentive outreach
- Attend and participate in fleet conferences in California

Materials
- Fleet resource kit
- Information on incentive programs and how to participate

*Complete list of audiences identified by ZEV Outreach group is attached.
Audiences Identified by
ZEV Outreach Stakeholder Group
at December 2001 Meeting

Schools
  Elementary
  Junior high
  High school
  College
  Parents of school children

College towns and communities

College campuses

Media
  Road and Track
  Edmonds
  Car Point
  Kelley Blue Book
  Car and Driver
  EV Trade Press
  Auto Trade Press
  Morning radio
  Public radio
  Public TV
  General education
  Environmental writers

Commuters

High tech. communities

Transportation Management Associations

Environmentalists

Fleets
  Government
  Private
  Public
  Environmental Justice

General public
  Hybrid households
  High income
  Environmentalists
  Well Educated
  Environmental justice
  General public

Dealerships
  Dealer 20 groups
  Dealer Associations
Opinion makers
Celebrities
Mayors
Policy makers
Government
Disc jockeys
Church leaders

Media advocacy
Media board
Media council

Local city government officials
Transportation Managers

New car buyers

High Priority Audiences
1) Media
2) TMA/Commuters
3) Dealerships
4) Opinion makers